

How the enhanced PDPA can help grow your business

The enhanced Personal Data Protection Act (PDPA) will enable you to use data to innovate, secure and grow your business in today's digital economy.



Greater support for business operations and development

You can improve your business by **sharing data** for centralised services within the same group of companies and **analysing data** more easily to meet customers' needs.



Better protection for your business and customers

You can better **protect your operations** from fraud and **safeguard customers** from data security threats.



Foster more customer trust and loyalty

You can enjoy a **stronger business reputation** when you have plans in place to monitor and respond to data breaches. Swiftly informing affected customers assures them that you have everything under control.

Information is correct as of November 2020



Find out more about the new amendments to the PDPA at www.pdpc.gov.sg/enhanced-pdpa-for-businesses

SG:D
EMPOWERING POSSIBILITIES

pdpc
PERSONAL DATA
PROTECTION COMMISSION
SINGAPORE